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SOUTH CAROLINA EDUCATIONAL TELEVISION COMMISSION



ANNUAL REPORT 1987-1988

Printed Under The Direction Of The
State Budget And Control Board

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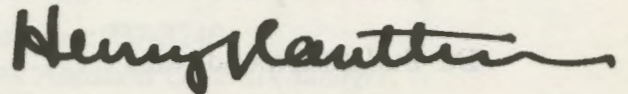
STATE DOCUMENTS

September 1, 1988

To His Excellency, Governor Carroll A. Campbell and the honorable Members of the South Carolina General Assembly:

Pursuant to Section 57-3-760, Code of Laws of South Carolina, I am transmitting to you the annual report of the South Carolina Educational Television Commission for the fiscal year which ended June 30, 1988.

Sincerely,



Henry J. Cauthen
President

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I. COMMISSION MEMBERS

Jack W. Newton, Chairman

C. B. Askins
Dr. Marianna W. Davis
Dr. Julian C. Josey, Jr.
Katherine W. Nicholson
John M. Rivers, Jr.
Joseph F. Sullivan

Ex-Officio Members:
Senator Rembert C. Dennis
Senator Edward E. Saleeby
Representative T.W. Edwards
Representative James C. Johnson
Dr. Charlie G. Williams

II. STAFF

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Charles S. Morris, *Vice President of National Programming and Development*:
737-3372

Bobbi J. Kennedy, *Vice President of Continuing Education*: 737-3451

June B. Licata, *Vice President for Regional Stations and Community Relations*:
737-3227

Thomas L. Clark, *Vice President for Production*: 737-3311

John M. Lawson, *Director of Public Information*: 737-3233

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WSCI-FM

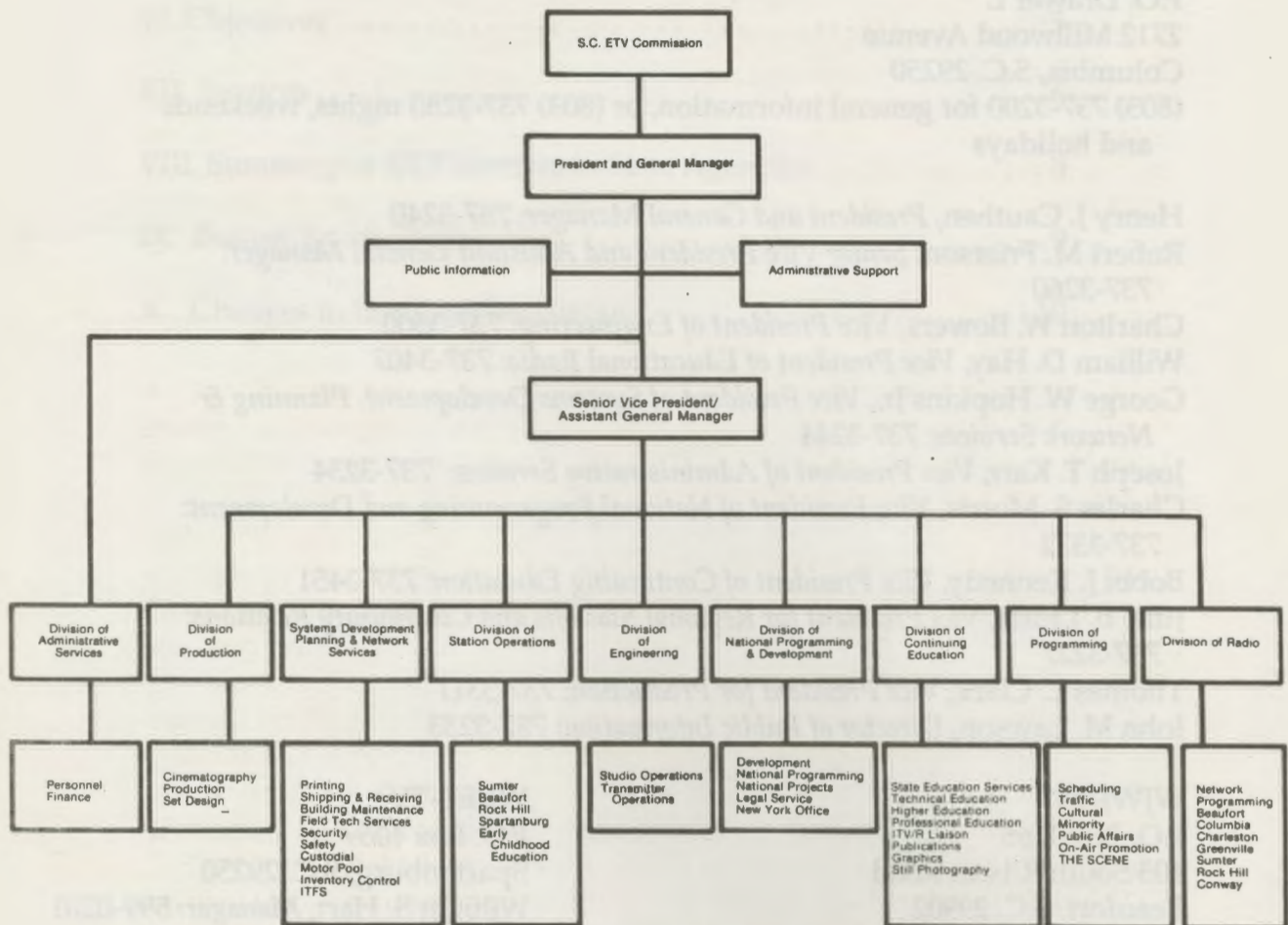
P.O. Box 801
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III. Organization Chart

There were no organizational changes in 1987-88.



IV. STATUTORY AUTHORITY

The South Carolina Educational Television Commission was created in Section 21-60 of the Code of Laws of South Carolina.

V. HISTORY

1957-1986: In 1957, the General Assembly passed a concurrent resolution which called for a study of the use of television in the public schools. On March 11, 1958, the study committee recommended that a pilot project be set up in one Columbia school. That summer a studio was built at Dreher High School and the experiment began in September. Henry J. Cauthen was the technical director for the project which was evaluated by R. Lynn Kalmbach. Public school ETV course enrollment was 300 that first year.

Educational television services were extended to five Columbia area schools in 1958. The South Carolina Educational Television Commission was created by the General Assembly in 1960 with R. Lynn Kalmbach serving as general manager. Expansion of the closed circuit system was accomplished by the negotiation of the first reduced tariff rate for educational television in 1961. In 1962, state agencies and public school teachers began utilizing ETV for continuing professional education. By 1963, the closed circuit network was extended to all counties, reaching 155 public high schools, 36 elementary schools, most state colleges, university extension centers and ten hospitals.

In September of 1963, the ETV Network signed on its first open circuit station, WNTV in Greenville, with WITV in Charleston signing on a few months later. Henry J. Cauthen was named Executive Director of the ETV Network in 1965.

WRLK-TV, Columbia's open circuit ETV station, signed on in 1966. With the three major cities in the state now with ETV stations, extensive programming for elementary schools was offered for the first time on open broadcast. September of 1967 saw the signing on of WJPM-TV, Florence, and WEBA-TV, Barnwell.

The University of South Carolina, in cooperation with the ETV Commission, began a program of graduate study in Business Administration through the closed circuit system in 1970. Also, in 1970 the nation's first live domestic satellite transmission was organized in Columbia by S.C. ETV and William F. Buckley Jr. agreed to bring **Firing Line** to public television via S.C. ETV. In 1971, a color studio facility was put into operation and local instructional programs were first produced in color.

In 1972, the Network began operation of its FM educational radio network with the sign-on of WEPR-FM in Greenville. WSCI-FM, Charleston, was added to the Network in 1973 and WMPR-FM, Sumter, and WLTR-FM, Columbia, signed on in 1975. Television stations in Sumter, WRJA, and Beaufort, WJWJ, also began transmitting in 1975.

November 1977 marked the Network's first use of satellites for continuing education with a live broadcast of a seminar originating out of state. Also in this month, S.C. ETV and the Southern Educational Communications Association broadcast the first simultaneous radio and television satellite transmission in history from Columbia to 15 other states.

In May of 1978, ETV joined the PBS satellite system. WNSC-TV and WPRV-FM in Rock Hill signed on that year. Beaufort's WJWJ-FM began transmitting in 1980 along with WRET-TV, Spartanburg, and WHMC-TV, Conway. The radio stations in Sumter and Rock Hill underwent call letter changes to WRJA-FM and WNSC-FM, respectively.

In 1982, the Network began the phase-out of the leased line closed circuit distribution system with a state-owned Instructional Television Fixed Services System (ITFS). In 1984, WNEH-TV, Greenwood, and WHMC-FM, Conway, signed on. The first phase of the ITFS system was completed in 1986, providing full (four-channel) closed circuit service to 240 school facilities and partial (two-channel) service to 189 school facilities.

S.C. ETV began a GED series for adults in cooperation with the office of Adult Education in October of 1986. Also that fall, the State Development Board created the Economic Development Institute which uses the Network's statewide teleconference services.

1987-88: S.C. ETV experienced one of its most successful years ever. The General Assembly voted to purchase a new building for the agency, begin funding the completion of the ITFS closed circuit system, and increase the annual operating budget of ETV to replace previously cut studio crew positions. ETV President Henry J. Cauthen was recognized by public broadcasting managers across the country as the Nation's Outstanding Public Television Manager, the first time such an award had been given.

Instructional television received renewed emphasis at the state and federal level. In November, S.C. ETV and the Office of Instructional Technology promoted "Instructional Television Emphasis Week" which resulted in increased public awareness of ITV. In February, ETV commemorated Black History Month by producing a national teleconference using four satellite channels on two satellites to interconnect participants at Keenan High School with others in Detroit, Atlanta and Washington, D.C. This was ETV's most technically intricate satellite interconnect to date.

In April, ETV participated in the **USA/USSR Youth Summit Teleconference**, an historic international event for instructional television. ETV provided a guiding role in the development of federal "Star Schools" legislation, which will provide funds for delivering interactive instruction by satellite directly to underserved schools across the country.

S.C. ETV was also honored to receive a \$1.8 million grant to co-produce **CE News Magazine**, which is scheduled for national primetime broadcast by PBS in October, 1988. The program is a news magazine format with reporting by children on topics of interest to all ages.

S.C. ETV continued to produce and present national programming on PBS. ETV produced the first nationally-televised presidential debates for the 1988

elections, both **Firing Line** specials live from Houston. **Michael's Progress**, another ETV production, was aired by PBS. The \$7 million, 13-part PBS series **Voices & Visions** was presented by ETV as well as other national programming: **Born Again**, **Four Lives: Portraits of Manic Depression**, **Movie Palaces** and **American Interests**. And ETV's **Naturescene** expanded its coverage to nearly 200 public television stations across the country.

S.C. ETV garnered numerous awards including the prestigious Ohio State Award for **Tales of the Unknown South**, a CPB Public Television Local Programming Award for **Grading Students**, a Gavel Award Certificate of Merit for **Minorities and the Constitution**, SECA Awards for **Secession Parts 1 & 2** and **Excuses, Excuses**, a CINE Award for **Slightly Wacky Aussi Doco** and a Second Place from the S.C. Medical Association for **Alzheimer Day Care Center**. S.C. Educational Radio also received awards which included SECA Awards for **The Honorable Solomon Blatt** and **Spoleto Festival USA - Potpourri Program** and Associated Press Awards for Journalism in feature and general reporting as well as in documentary.

VI. OBJECTIVES

The South Carolina Educational Network Commission (S.C. ETV) has a number of major objectives and responsibilities to the people of South Carolina. S.C. ETV telecasts 103.4 hours on its open and closed circuit systems during a typical school day to carry out these functions. The Commission strives constantly to find more and better ways to fulfill its objectives.

1. The Commission's primary responsibility is to provide instructional television lessons for use in all the schools of the state, whether elementary, secondary, institutions of higher learning or technical training facilities.

2. A second responsibility is to provide comprehensive opportunities for the teachers of South Carolina to continue their professional education.

3. An additional responsibility is to provide continuing professional education for South Carolina citizens through the production and transmission of postgraduate courses in such fields as medicine, law, dentistry, pharmacy, law enforcement, correctional institutional training, food service, and any fields where the need arises or is recognized.

4. A responsibility closely tied to the economic progress of the state is to provide educational television materials for the continuing training and education of business and industrial personnel.

5. An additional responsibility is to cooperate with all state agencies by providing ETV courses for higher education students, information programming for the public, training for agency personnel and interagency communications.

6. A final responsibility inherent in any institution of education—whether it be a school, college, museum or television station—is to provide general information reflecting knowledge of an interest in the world.

VII. SERVICES

Instructional TV (ITV)

The State Department of Education's Office of Instructional Technology (ITECH), through the S.C. Educational Television and Radio Networks, provides effective mediated instruction to expand the curriculum experiences of students in grades K-12 throughout the state.

Nearly a half million public school students (81%) in South Carolina use instructional television programming, which is transmitted over S.C. ETV's 11 broadcast channels and closed circuit (ITFS) system. The 16 thousand plus teachers using ITV select from over 200 series to expand the curriculum experiences of their students in grades K-12.

As a part of the ITV service, the principal of each school in South Carolina that uses ITV appoints a building coordinator to help teachers make the best use of television. Five utilization consultants work on the regional level with school administrators, building coordinators and teachers; and assist with workshops, teacher in-service and PTA projects.

As an additional service, ITECH provides a variety of publications—all designed to assist the teacher in effectively using the ITV resources as valuable teaching tools with unlimited possibilities.

Staff Development Education for Teachers

Staff development programs for teachers are scheduled each school day from 3:00-4:00 p.m. on ETV, with additional resources broadcast on Educational Radio. In 1987-88, there were 43 ITV and radio staff development series and 155 program specials, for a total of 399 individual programs. In addition to those for teachers, programs were available for use by administrators, aides, custodians and school district staff members in a number of major areas.

Higher Education

During 1987-88, S.C. ETV broadcast 93 college credit courses to a total of 4,344 students via broadcast television (open and closed circuits) and educational radio.

Programming on the closed circuit included two master's degree programs, one in business administration (MBA) and the other in engineering education (APOGEE), and selected courses in mathematics education, library science, nursing, nutrition, English, microcomputers (in education, sociology), and a seminar in school media programs. During the 1987 spring and summer semesters, one audio course, **The Evolution of Warfare**, was broadcast on educational radio and offered by The University of South Carolina.

Medical Education

During 1987-88, S.C. ETV, worked closely with the Medical University of South Carolina, the Department of Health and Environmental Control and other health related agencies, to deliver a wide variety of medically oriented programming. More than 1400 programs were distributed over the S.C. ETV closed circuit network to more than 11,000 medical viewers. Sixty-six hospitals, mental health offices, area health education centers and DHEC sites are connected to S.C. ETV's closed circuit, composing the largest state medical network in America.

Adult Literacy

A half million adult South Carolinians are classified as functionally illiterate. S.C. ETV is committed to help end this tragic waste of our state's most valuable resource—its people. S.C. ETV's adult literacy efforts include broadcasts such as: **Project Literacy U.S.**, **Volunteer for Literacy** telethons, the **One in Five** documentary, **Prime Time Specials**, **GED on S.C. ETV** and **Learn to Read**.

Early Childhood Education

The S.C. ETV Early Childhood Media Training Project educates early childhood professionals all across South Carolina via videotape. S.C. ETV has served over 200 early childhood centers by producing training videotapes and placing them and/or video equipment in centers throughout South Carolina.

In addition, S.C. ETV's Early Childhood Department has established a long working relationship with the South Carolina State Library. The State Library makes these tapes available to early childhood education/development facilities throughout South Carolina free of charge.

Law Enforcement In-Service Training

Crime to Court, a monthly closed circuit series produced by ETV, keeps approximately 5,200 S.C. law enforcement personnel, judges and magistrates abreast of the latest in legal decisions and law enforcement techniques and procedures without travel time away from their duty.

Service to Business and Industry

S.C. ETV's main facility in Columbia and its four regional TV stations continue to provide state economic development agencies in South Carolina with media production services such as training, promotional and recruitment films, documentaries, multi-image programs, TV and radio public service announcements, agency overviews and on-air specials. South Carolina ETV works hard to improve the climate for business and industry in South Carolina and has proven to be a valuable resource in the recruitment of new industry.

Regional Production Facilities

South Carolina ETV has four regional stations with production capabilities: WJWJ-TV, Beaufort; WNSC-TV, Rock Hill; WRET-TV, Spartanburg; WRJA-TV, Sumter. In addition to extending all aspects of ETV's services to area residents, these regional centers produce and distribute programming which meets the exact needs of their area schools, communities and educational institutions.

These regional ETV facilities create valuable non-broadcast programs for the special needs of state agencies, institutions of higher learning, local units of government, business and industry. These non-broadcast programs range from in-service training tapes to industrial recruitment tapes.

Educational Radio Network

The S.C. Educational Radio Network (S.C. ERN) provides early morning, afternoon and evening broadcasts which bring informational, educational and cultural materials to the general public. Teacher staff development programming is offered at 3:00 p.m.

The seven radio stations of the S.C. Educational Radio Network are WSCI-FM 89.3/Charleston; WEPR-FM 90.1/Greenville-Spartanburg; WLTR-FM 91.3/Columbia; WNSC-FM 88.9/Rock Hill; WRJA-FM 88.1/Sumter; WJWJ-FM 89.9/Beaufort; and WHMC-FM 90.1/Conway/Myrtle Beach.

Educational Radio for the Blind

The S.C. Educational Radio Network broadcasts reading materials for 17 hours daily to over 2,200 blind South Carolinians over a special frequency. Readings of newspapers, magazines and books are joined by programs on employment information, consumer tips, self-defense and home study courses.

VIII. SUMMARY OF ETV SERVICES TO STATE AGENCIES

South Carolina ETV works closely with state agencies, assisting them with their internal training and media requirements. The Network's Division of Continuing Education developed and produced 48 media projects which were distributed statewide for in-house and community training and public awareness. In conjunction with these projects 2,057 videocassette dubs were created for distribution. Projects produced included: training programs, instructional series, promotional films, documentaries, multi-image programs, public service announcements, agency overviews and broadcast specials.

Media Production Services

ETV direct costs ¹	\$ 89,580.
Billed to agencies ²	183,572.
ETV indirect costs ³	367,511.
Value of media services to state ⁴	\$ 457,091.

¹ETV recovers direct costs from agencies served.

²Billed to agencies exceeds direct costs in those instances where agencies receive grant funding for projects.

³These resources represent the capacity already in place to accomplish ETV's mission (cameras, studios, video recorders, staff, etc.)

⁴Value of media services is the total of ETV direct and indirect costs.

Teleconferencing

During FY 1987-88, S.C. ETV conducted 886 video and audio conferences for state government. The Network experienced significant growth in the area of satellite telecommunications conducted for state government. The fiscal year total of 127 satellite projects represents a growth rate of 37 per-cent.

More than 5,000 hours of audioconference time was allocated to state agen-cies on the S.C. ETV telephone bridge.

ETV direct costs	\$ 7,361.
Billed to agencies	7,361.
ETV indirect costs ¹	408,455.
Travel savings ²	2,289,735.
Productivity savings ³	2,202,507.
Total travel and productivity savings for state government	\$ 4,492,242.

¹These resources represent the capacity already in place to accomplish ETV's mission (cameras, studios, video recorders, staff, etc.).

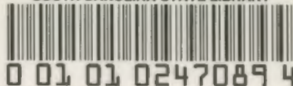
²Travel savings are calculated on the number of conferences X the num-ber of participants X 150 miles round trip X \$.21 per mile.

³Productivity cost savings are based on the number of conferences X the number of participants X 3 hours round trip X employee rate @ \$10.00 per hour.

IX. 1987-88 BUDGET EXPENDITURES

Internal Administration

Personal Service	\$ 1,467,049
Other Operating Expenses	2,714,361



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Educational Assessment and Program Development

Personal Service662,774
 Other Operating Expenses894,707

Television, Radio and Other Production,

Personal Service3,851,757
 Other Operating Expenses1,885,344

Transmission and Reception

Personal Service1,864,280
 Other Operating Expenses3,268,309

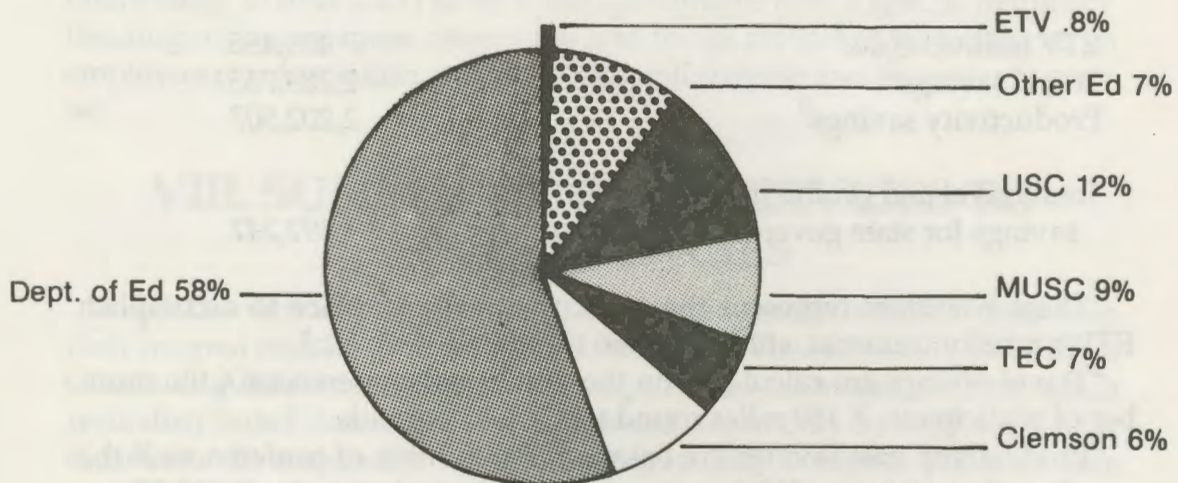
Employment Benefits

Total Fringe Benefits1,585,673

Other

Special Item-Regional Stations & Equipment 377,688
 Capital Projects344,863
 Principal and Interest - IPP Note1,500,694

Total Expenditures\$20,417,499

Total Funding for Education in South Carolina**X. CHANGES IN ENABLING LEGISLATION**

There were none.

